

INFORMATION LETTER

Not for
Publication

NATIONAL CANNERS ASSOCIATION

For Members
Only

No. 1422

Washington, D. C.

January 24, 1953

USDA Staff Organization

Reorganization of the U. S. Department of Agriculture was announced January 22 by Secretary Benson.

USDA services were regrouped into four divisions that will report, together with the Solicitor General, directly to the Secretary.

President Eisenhower previously had announced selection of True D. Morse to be Under Secretary of Agriculture and J. Earl Coke to be an Assistant Secretary. Mr. Morse is a livestock marketing specialist and president since 1943 of the Doane Agricultural Services, Inc., of St. Louis. Mr. Coke has been director of Agriculture Services for California.

The four groups created in USDA by Secretary Benson and the men who will head them are:

Commodity Marketing and Adjustment Group—John H. Davis, president of the Commodity Credit Corporation. Mr. Davis formerly was executive secretary of the National Council of Farmer Cooperatives, a post once held by Secretary Benson. Mr. Davis left Washington last year to become general manager of the National Wool Marketing Corp. in Boston.

This group will include the Production and Marketing Administration (except the Agricultural Conservation Payments Branch), to be headed by Howard H. Gordon of Richmond, Va. Mr. Gordon has been assistant general manager of the Southern States Cooperative, an agricultural marketing association. Prior to joining this organization in 1943, he served as an extension specialist in agricultural engineering at North Carolina State College and as an executive in the Farm Security Administration in Virginia, the Southeast, and Washington.

Agricultural Credit Group—Romeo E. Short, Assistant to the Secretary. Mr. Short was vice president of the American Farm Bureau Federation and is from Brinkley, Ark.

Research, Extension and Land-Use Group—J. Earl Coke, Assistant Secretary. This group will include the Agricultural Research Administration and the Bureau of Agricultural Economics.

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Convention Session on Improving Efficiency of Production and Distribution

At the Convention session on "Improving Efficiency of Production and Distribution," to be held in Chicago Monday afternoon, February 23, outstanding authorities will describe how all canners may evaluate their performance and increase the effectiveness of their business operations by the use of management control procedures.

The discussions of management control will be the first such Convention session devoted to this topic. The program has been designed to inform canners on three important management tools—operations analysis, distribution research, and cost accounting—and their place in the conduct of the canning business.

The fundamental considerations in the effective use of management control techniques will be described by Carl Clewlow, who recently served as assistant to Charles E. Wilson while he was Director of Defense Mobilization. Mr. Clewlow previously had been with the National Security Resources Board as assistant to the Director of Production. He currently is an advisor to top officials in the Office of Quartermaster General.

In setting the stage for detailed discussions of specific control procedures, Mr. Clewlow will describe and illustrate the techniques for measuring company effectiveness and for the proper utilization of such information to correct inefficiencies or deficiencies.

Operations Analysis

"How Canners Can Use Operations Analysis to Improve Efficiency" will be described by Alfred N. Watson, who has had a great deal of experience in the practical application of such methods. Dr. Watson was assistant treasurer of the Curtis Publishing Co. for a number of years, and presently is associated with Arthur D. Little, Inc., well known business research and industrial development firm. In addition, he is on the faculty of Massachusetts Institute of Technology.

Operations analysis involves the application of quantitative and graphic analysis to the solution of business problems. Dr. Watson will describe how to compile, chart, and analyze the

type of data that is essential to accurate decisions. Operations analysis, when effectively used, informs the executive of the steps necessary to improve business efficiency rather than simply the relative efficiency of past operations. It is essentially a scientific approach to help the business

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House Agriculture Committee

The House this week elected the following as members of the House Committee on Agriculture:

Representative Clifford R. Hope (Kans.), chairman, and August H. Andresen (Minn.), William S. Hill (Colo.), Charles B. Hoeven (Iowa), Sid Simpson (Ill.), Ernest K. Bramblett (Calif.), Paul B. Dague (Pa.), Ralph Harvey (Ind.), Harold O. Lovre (S. D.), Page Belcher (Okla.), Clifford G. McIntire (Me.), James S. Golden (Ky.), William R. Williams (N. Y.), Karl C. King (Pa.), Robert D. Harrison (Nebr.), William C. Wampler (Va.), and

Harold D. Cooley (N. C.), W. R. Poage (Texas), George M. Grant (Ala.), E. C. Gathings (Ark.), John L. McMillan (S. C.), Thomas G. Abernethy (Miss.), Carl Albert (Okla.), Watkins M. Abbott (Va.), James G. Polk (Ohio), Pat Sutton (Tenn.), W. M. Wheeler (Ga.), Clark W. Thompson (Texas), Paul C. Jones (Mo.), and A. S. Herlong, Jr. (Fla.).

The House Committee on Appropriations has appointed the following subcommittee to handle appropriations for the U. S. Department of Agriculture:

Representative Andersen (Minn.), chairman, and Horan (Wash.), Hunter (Calif.), Laird (Wis.), Whitten (Miss.), Cannon (Mo.), and Marshall (Minn.).

Schedule of Principal Events of the 1953 Convention

(Subject to Revision and Addition)

Wednesday, February 18

- 9:30 a.m.—Meeting of N.C.A. Scientific Research Committee, Room 10, Conrad Hilton
- 9:30 a.m.—Meeting of N.C.A. Home Economics Committee, Room 3, Conrad Hilton
- 3 p.m.—Meeting of N.C.A. Labeling Committee, Room 8, Conrad Hilton
- 7 p.m.—Dinner, N.C.A. Labeling Committee, Room 9, Conrad Hilton

Thursday, February 19

- 9 a.m.—Meeting of Canning Industry Research, Inc., Room 6, Conrad Hilton
- 9:30 a.m.—Committee meetings, National Pickle Packers Association, Sheraton Hotel
- 10 a.m.—Directors Meeting, National Red Cherry Institute, Morrison Hotel
- 10 a.m.—Meeting of N.C.A. Budget Committee, Room 1005A, Conrad Hilton
- 12:30 p.m.—Luncheon meeting of N.C.A. Administrative Council, North Assembly Room, Conrad Hilton
- 1 p.m.—Board of Directors Meeting, National Pickle Packers Association, Sheraton Hotel
- 2 p.m.—Meeting of N.C.A. Convention Committee, Room 8, Conrad Hilton

Friday, February 20

- 8 a.m.—National Cherry Pie Baking Contest, Mural Ballroom, Morrison Hotel
- 9:30 a.m.—Meeting of N.C.A. Board of Directors, West Ballroom, Conrad Hilton
- 10 a.m.—General membership meeting, National Pickle Packers Association, Sheraton Hotel
- 12 m.—Luncheon meeting, C.M.&S.A. Board of Directors, Ivy Room, Blackstone Hotel
- 12 m.—Fellowship Luncheon, National Pickle Packers Association, Sheraton Hotel
- 12:30 p.m.—Luncheon, N.C.A. Board of Directors, South Ballroom, Conrad Hilton
- 1 p.m.—General Membership Meeting, National Pickle Packers Association, Sheraton Hotel
- 2 p.m.—Preview of N.C.A. Production and Management Sessions, North Ballroom, Conrad Hilton
- 4:30 p.m.—Cocktail Party, National Pickle Packers Association, Sheraton Hotel
- 5:30 p.m.—Annual Meeting, The Forty Niners, West Ballroom, Conrad Hilton
- 6 p.m.—Cocktail Party, The Forty Niners, West Ballroom, Conrad Hilton
- 6 p.m.—Dinner Meeting, N.C.A. Raw Products and Technical Advisory Committees, Room 10, Hilton
- 7 p.m.—Meeting of N.C.A. Resolutions Committee, Room 6, Conrad Hilton
- 7:30 p.m.—Past Presidents Dinner, C.M.&S.A., Green Room, Blackstone Hotel
- 8 p.m.—Smoker, N.C.A. Research Advisory Council, Room 4, Conrad Hilton

Saturday, February 21

- 9 a.m.—Meeting of N.C.A. Nominating Committee, North Assembly Room, Conrad Hilton
- 9:30 a.m.—Business Meeting, National Food Brokers Association, Grand Ballroom, Palmer House
- 10 a.m.—General Session of N.C.A., North Ballroom, Conrad Hilton
- 10:30 a.m.—5:30 p.m.—Canning Machinery & Supplies Exhibit, Exhibit Halls, Conrad Hilton
- 12:30 p.m.—Luncheon Meeting of N.C.A. Claims Committee, Room 8, Conrad Hilton
- 2 p.m.—N.C.A. Conference on Raw Products Procurement and Management, South Ballroom, Hilton
- 2 p.m.—Conference on High Temperature-Short Time Processing Methods and Equipment, joint sponsorship of N.C.A. and C.M.&S.A., Upper Tower, Hilton

- 2 p.m.—Business Meeting of N.F.B.A. Grand Ballroom, Palmer House
- 2 p.m.—Meeting of Perishable Agricultural Products Processing Equipment Manufacturers Institute, Room 14, Conrad Hilton
- 5 p.m.—Drawings for Attendance Awards, C.M.&S.A., Exhibit Hall, Conrad Hilton
- 5 p.m.—Meeting of Hamilton Q.M. Club, LaSalle Hotel
- 6 p.m.—Old Guard Dinner, North Assembly Room, Conrad Hilton

Sunday, February 22

- 9:30 a.m.—Meeting of N.C.A. Legislative Committee, Room 14, Conrad Hilton
- 9:30 a.m.—Meeting of N.C.A. Statistics Committee, Room 8, Conrad Hilton
- 10 a.m.—N.C.A. Conference on Quality Protection and Food Regulation, North Ballroom, Conrad Hilton
- 10 a.m.—Annual Meeting of C.M.&S.A., West Ballroom, Conrad Hilton
- 1-5:30 p.m.—C.M.&S.A. Exhibit, Exhibit Halls, Conrad Hilton
- 2 p.m.—Meeting of N.C.A. Raw Products Technical Advisory Committee, Room 8, Conrad Hilton
- 4 p.m.—Meeting of N.C.A. Fishery Products Committee, Room 5, Conrad Hilton
- 5 p.m.—Drawings for Attendance Awards, Exhibit Hall, Conrad Hilton
- 6:30 p.m.—Dinner, N.C.A. Fishery Products Committee, Room 5, Conrad Hilton
- 6:30 p.m.—State Secretaries Dinner, Room 2, Hilton
- 8 p.m.—N.C.A. Raw Products Smoker, Room 4, Hilton

Monday, February 23

- 9 a.m.—Meeting of Associated Independent Canners, Room 14, Conrad Hilton
- 9:30 a.m.—Meeting of N.C.A. Procurement Committee, Room 4, Conrad Hilton
- 9:30 a.m.—N.C.A. Conference on Field Management Problems, South Ballroom, Conrad Hilton
- 10 a.m.—N.C.A. Conference on Production Problems and Special Products, Upper Tower, Conrad Hilton
- 10:30 a.m.—5:30 p.m.—C.M.&S.A. Exhibit, Exhibit Halls, Conrad Hilton
- 2 p.m.—N.C.A. Conference on Improving Efficiency of Production and Distribution, Upper Tower, Conrad Hilton
- 2:30 p.m.—Meeting of National Kraut Packers Association, Room 10, Conrad Hilton
- 5 p.m.—Drawings for Attendance Awards, Exhibit Hall, Conrad Hilton
- 7 p.m.—Young Guard Banquet, Terrace Casino, Morrison Hotel

Tuesday, February 24

- 9:30 a.m.—N.C.A. Catsup Standards Meeting, Room 4, Conrad Hilton
- 10 a.m.—N.C.A. Conference on Military Procurement, South Ballroom, Conrad Hilton
- 10:30 a.m.—5:30 p.m.—C.M.&S.A. Exhibit, Exhibit Halls, Conrad Hilton
- 12:15 p.m.—Luncheon Meeting, National Meat Canners Association, Ballroom, Blackstone Hotel
- 2 p.m.—N.C.A. Fishery Products Conference, North Assembly Room, Conrad Hilton
- 5 p.m.—Drawings for Attendance Awards, Exhibit Hall, Conrad Hilton
- 7 p.m.—Annual Dinner Dance, C.M.&S.A., Grand Ballroom, Sheraton Hotel

Wednesday, February 25

- 10:30 a.m.—3 p.m.—C.M.&S.A. Exhibit, Exhibit Halls, Conrad Hilton
- 2:30 p.m.—Drawings for Attendance Awards, Exhibit Hall, Conrad Hilton

STATISTICS

Stocks and Shipments of Canned Fruits

Reports on canners' stocks and shipments of canned apples, apple sauce, and RSP cherries have been compiled by the N.C.A. Division of Statistics.

Apple Sauce Stocks and Shipments

	1951-52 (actual cases)	1952-53 (actual cases)
Carryover, Aug. 1.....	3,497,989	1,474,654
Pack, July through Dec.....	8,284,907	8,692,041
Supply.....	11,781,996	10,166,695
Stocks, Jan. 1.....	7,532,747	5,087,944
Shipments during Dec.....	755,281	818,658
Shipments, Aug. 1 to Jan. 1.....	4,249,249	3,078,751

Canned Apple Stocks and Shipments

	1951-52 (actual cases)	1952-53 (actual cases)
Carryover, Aug. 1.....	1,933,263	1,279,630
Pack, July through Dec.....	2,937,208	2,464,825
Supply.....	4,870,471	3,744,454
Stocks, Jan. 1.....	3,213,459	1,657,292
Shipments during Dec.....	575,864	332,904
Shipments, Aug. 1 to Jan. 1.....	1,677,012	2,087,172

RSP Cherry Stocks and Shipments

	1951-52 (actual cases)	1952-53 (actual cases)
Carryover, July 1.....	29,950	212,949
Pack.....	4,672,041	3,892,004
Total supply.....	4,701,991	4,104,953
Stocks, Jan. 1.....	1,430,632	1,254,086
Shipments during Dec.....	173,197	185,453
Shipments, July 1 to Jan. 1.....	3,271,359	2,850,867

1952 Pack of Snap Beans

Although the total 1952 pack of green and wax beans was more than 13 percent less than the combined 1951 pack, the pack of wax beans was 11 percent above 1951 and reached an all-time high for wax beans, according to a report by the N.C.A. Division of Statistics.

The 1952 pack was the only season in which the wax bean pack has exceeded 2.75 million actual cases. The previous record pack of wax beans was slightly more than 2.5 million cases in 1951.

A marked shift to smaller can sizes occurred in 1952 for both green and wax beans.

Percentage of 1952 Packs of Green and Wax Beans in Principal Can Sizes

	Green Beans— 1951 1952 (percent of pack)		Wax Beans— 1951 1952 (percent of pack)	
8 oz.....	7	8	11	12
No. 303.....	46	62	51	71
No. 2.....	21	5	19	2
No. 10.....	21	21	13	14

Wax beans—On the basis of standard cases of 24 2's, the 1952 pack of

wax beans (2,536,000 cases) was 6 percent larger than the 1951 pack (2,393,000 cases).

The greatest increases in pack in 1952 were in New York, up 52 percent, Wisconsin, up 19 percent, and Pennsylvania, up 18 percent. The wax bean packs in the New England area were down 28 percent and in the Maryland-Delaware area down 27 percent from 1951.

Green beans—Despite the relatively large decline in the total pack of green beans in 1952, three states had greater production than in 1951. The pack in Texas was 1.5 times as great as the 1951 pack, and New York was up 12 percent and Wisconsin up 8 percent.

The greatest decrease in the green bean packs occurred in the Ozarks, down 69 percent, and in the New England area, down 66 percent from 1951.

1952 Pack of Green and Wax Beans

State	Green Beans			Wax Beans		
	1951 (actual cases)	1952 (actual cases)	Change from 1951 (percent)	1951 (actual cases)	1952 (actual cases)	Change from 1951 (percent)
Me., Vt., and Mass.....	234,269	79,745	-66	180,230	344,315	+28
New York.....	1,724,144	1,938,328	+12	721,306	1,099,097	+52
Md. and Del.....	3,050,086	2,682,177	-12	113,934	83,798	-27
Pennsylvania.....	421,381	385,081	-9	172,249	202,884	+18
Michigan.....	566,642	563,937	...	205,168	179,170	-13
Wisconsin.....	1,349,897	1,457,898	+8	588,649	702,915	+19
Iowa and Nebr.....	(a)	(a)	...	(a)	(a)	...
Ky. and Tenn.....	928,485	760,893	-18
Ark., Mo., and Okla.....	1,506,078	462,351	-69	54,881	(a)	(a)
Texas.....	345,048	523,301	+52	(a)	(a)	...
Colorado.....	355,174	353,769	...	125,586	120,370	-4
Utah and Idaho.....	288,367	262,931	-9	(a)	(a)	...
Washington.....	918,977	591,125	-36	(a)	(a)	...
Oregon.....	3,081,996	3,112,834	+22	(a)	(a)	...
California.....	817,818	548,840	-33
Other states.....	823,014	609,202	-19	83,735	85,717	+3
U. S. Total.....	17,320,976	11,392,382	-17	2,545,908	2,817,281	+11

(a) Included in other states.

Canned Baby Food Stocks

Details of the canned baby food supply, stock and shipment situation are reported by the N.C.A. Division of Statistics as follows:

	1951 (thousands of dozens)	1952 (thousands of dozens)
Canner stocks, Jan. 1.....	62,453	57,522
Pack, Jan. through Dec.....	119,464	123,989
Supply.....	181,917	191,511
Canner stocks, Jan. 1.....	57,522	55,300
Canner shipments, Dec.....	9,015	9,617
Canner shipments, Jan. through Dec.....	124,395	136,211

* Canner stocks, Jan. 1, 1952.

Canned Meat Report

The quantity of meat canned and meat products processed under federal inspection during the five-week period November 29-January 3 has been reported by the Bureau of Animal Industry, USDA. However, this report represents only the supply of meat products canned during that period and remaining for civilian consumption. Total production, including quantities for defense, was 204,417 thousand pounds.

Canned Meat and Meat Products Processed under Federal Inspection Nov. 29-Jan. 3, 1953

	3 Lbs. & over	Under 3 Lbs.	Total
(in thousands of pounds)			
Luncheon meat.....	24,315	17,201	41,516
Canned ham.....	24,468	776	25,244
Corned beef hash.....	371	8,573	8,943
Chili con carne.....	844	7,684	8,528
Vienna sausage.....	156	4,916	5,072
Frankfurters and wieners in brine.....	4	757	761
Deviled ham.....	...	617	617
Other potted and deviled meat products.....	...	2,908	2,908
Tamales.....	355	2,428	2,783
Sliced, dried beef.....	23	354	378
Liver products.....	...	173	173
Meat stew.....	43	7,370	7,413
Spaghetti meat products.....	152	5,192	5,344
Tongue (not pickled).....	141	454	595
Vinegar pickled products.....	1,430	2,034	3,464
Bulk sausage.....	...	578	578
Hamburger.....	138	1,783	1,920
Soups.....	1,926	60,244	62,170
Sausage in oil.....	201	168	369
Tripe.....	...	950	950
Brains.....	...	549	549
Bacon.....	05	233	302
All other products 20% or more meat.....	361	8,403	8,764
All other products less than 20% meat (except soup).....	59	12,113	12,173
Total all products.....	55,035	146,456	201,492

MARKETING

Fewer Rows of Canned Foods Might Raise Sales, Cut Costs

Display of fewer vertical rows of each item of canned fruits and vegetables on grocery shelves and the stocking of a greater variety probably would increase volume of business and reduce distribution costs, according to conclusions drawn from a U. S. Department of Agriculture merchandising experiment.

The merchandising experiment, involving 17 representative canned items, was conducted in five super markets in an eastern metropolitan area.

When a display of only two rows of cans (two vertical stacks side by side) was used, average sales per row for a week in the five super markets were 590 cans. For each vertical row added to the two-row display, sales averaged 60.9 cans, about one-fifth as many as for each row of the two-row display.

The same relationship was found to apply to the gross margins (gross profits) per row for displays of two rows compared with displays of more than two rows; that is, the gross margin for each row of a two-row display was about five times as large as for each added row.

Gross margin per shelf foot for the first two rows averaged \$1.34. For each additional row, it averaged only 29 cents. With the two-row display, weekly gross margins per shelf foot for the 17 items ranged from 47 cents to \$4.40. Returns per linear shelf foot for each additional row displayed ranged from a minus 16 cents to a plus 99 cents.

The fact that the average sales and gross margins are greater for the two-row display emphasizes the importance of considering the addition of new items to the shelf before increasing beyond two rows of display space of any except fast-moving items, according to USDA.

The study was made by the Production and Marketing Administration at the request of the food retailing industry's Advisory Committee on Food Merchandising, established under the Agricultural Marketing Act of 1946.

A copy of the report, "Better Use of Selling Space in Retail Stores, Part I," issued on January 15, may be obtained upon request to the Office of Information Services, PMA, USDA, Washington 25, D. C.

USDA Staff Organization

(Concluded from page 11)

Departmental Administration Group—Richard D. Aplin, Assistant to the Secretary.

Secretary Benson has announced these other appointments:

Karl D. Loos of Washington, D. C., to be Solicitor General. Mr. Loos has practiced law in Chicago and Washington for more than 30 years. Much of his legal work has involved agricultural problems, including the preparation of marketing agreements.

D. K. Broadhead of San Marino, Calif., to be executive assistant to the Secretary. Mr. Broadhead has had extensive experience in agricultural marketing.

Whitney Gilliland of Glenwood, Iowa, to be an assistant to the Secretary, to handle relations with state agriculture officials. Mr. Gilliland is an attorney.

Don Paarlberg of Lafayette, Ind., to be an assistant to the Secretary. Mr. Paarlberg has been on the staff of Purdue University as an agricultural economist for six years.

STANDARDS

Grades for Canned Berries

Notice is given in the *Federal Register* of January 16 that the Production and Marketing Administration, USDA, proposes to revise U. S. standards for grades of canned blackberries. The revision would add similar types of berries, such as boysenberries, dewberries, and loganberries, to the standards.

PERSONNEL

Pineapple Research Institute

Robert L. Cushing has been named Director of the Pineapple Research Institute, with headquarters in Honolulu.

Having been associated with the Hawaiian Pineapple Co., Ltd., from 1947 to 1949, Mr. Cushing returned to Hawaii in late 1951 as Assistant Director. He has served as Acting Director since the resignation of the late Dr. E. C. Auchter last June 1.

Mr. Cushing obtained his B.S. and M.S. degrees at the University of Nebraska and attended the graduate school of the University of Minnesota.

He has served with the U. S. Department of Agriculture and the Nebraska Agricultural Experiment Station.

Immediately prior to his return to Hawaii in 1951, he was engaged in research and plant breeding at Cornell University.

Northwest Packers & Growers

Northwest Packers and Growers, Inc., elected the following officers recently at the association's annual meeting:

President—Max Lehmann, Northwest Packing Co., Portland, Ore.; vice president—Chester Roche, Western Oregon Packing Corp., Corvallis, Ore.; secretary-treasurer—William E. Yeomans, Portland, Ore. (reelected).

PUBLICITY

What's New in Home Economics

In the article entitled "Modern Mixes and Methods For Class Menus," Dorothy E. Shank, foods and nutrition editor of *What's New in Home Economics* magazine, stresses the need for classroom teaching of meal preparation with canned and frozen foods, mixes, and other ready-to-use time-saving foods. The article appears in the January issue of *What's New in Home Economics*, a nationally distributed professional magazine used by home economics teachers and other home economists.

"Smaller homes, smaller kitchens, smaller families alter the food storage problems of many families. More eating out of the home, more working wives, more frequent moving, more demands on available time make it necessary to alter some of the techniques of meal preparation," says Miss Shank.

About canned foods in the picture of modern meal preparation, the author says: "For many years, canning of food has made a wide variety of out-of-season foods available any time during the year. Easy to store, canned food can be bought ahead and kept for comparatively long periods without sacrifice of quality. Since canned food is previously prepared for eating and precooked ready to reheat, its use has greatly facilitated meal preparation in many homes."

Time-saving menus, using many canned foods, and teaching suggestions are given in the article for the teachers' help.

Review of N.C.A. Publicity Efforts and Results in Appert Birthday Campaign

Radio and television networks, metropolitan newspapers and syndicates, wire services, trade journals, house organs, foreign publications, numerous local papers, magazines, radio and TV outlets featured the 200th birthday of Nicolas Appert, the "Father of Food Canning," on or about October 23. No publicity campaign undertaken by the National Canners Association has obtained such widespread and universal results, nor such varied treatment. This was due to the fact that the campaign was augmented by the individual efforts of many N.C.A. members, by other associations of the food industry, and by several of the supply and allied firms in the canning industry.

This article outlines the steps taken by the Association to initiate and assist these many efforts, and records, as far as have been reported, the results obtained.

A principal objective of Association publicity is to increase the acceptance and use of canned foods and to create public goodwill and high regard for the canning industry and its products. The anniversary of the 200th birthday of Appert gave the Association an opportunity to register the great public benefits that accrue from the development of the industry since Appert's original discovery of the canning principle.

The Board of Directors accordingly on May 18, 1952, passed a motion favoring official observance of the birthday by the N.C.A. giving the Association a peg on which to tie publicity efforts. Executive Secretary Carlos Campbell assigned the planning and execution of the publicity campaign to the Information Division, which, with advice and counsel of the N.C.A. Public Relations Committee launched the following steps:

1. Brought the opportunity to the attention of the membership and supplied members with background material suitable for use as newspaper, radio, TV, local speech or event, or advertising copy.

2. Urged other canning trade associations to sponsor the opportunity and made background material available to them.

3. Made checks with authorities in Massy and Paris, France, to assure that copy backgrounds would be accurate and factual.

4. Urged editors of metropolitan dailies to feature the event and supplied them material enabling them to treat the story as news, feature or

in such departments as editorial page, finance or business columns, Sunday or other feature sections, women's, science, or farm pages.

5. Made personal calls and worked collaboratively with more than 30 wire service and syndicate feature writers, radio commentators, Government information personnel and others.

6. Furnished background material for special mailing to 325 newspaper food editors which was accompanied by special letter from Home Economics Director Katherine R. Smith, who also devoted her October radio release to the subject.

7. Serviced, on daily basis over several weeks, individual canning firms, associations, agencies and writers, with special Appert data requested by mail.

8. Organized details and furnished scripts for official N.C.A. ceremony October 21 at which President Heinz presented memorial scroll honoring Appert to French Minister Gontran de Juniac. Arranged newspaper and radio coverage of this event, including overseas broadcast by Voice of America and State Department Overseas Division.

9. Coordinated the several contributions of other N.C.A. Divisions to the Appert campaign and material—Secretary's Office, Research Laboratories, Home Economics and Statistics Divisions.

10. Wrote and distributed series of 18 total press, radio, photo and caption releases over period June through October dealing with various phases of Appert Birthday Event and its public significance.

These efforts divided themselves into four chief categories and results are reported below as follows:

(a) From direct activities of the Information Division and other Association efforts, (b) From activities of individual N.C.A. members, (c) From campaigns and efforts of other associations in the canning industry and (d) From individual action of allied firms and others.

Direct N.C.A. Efforts and Results

More than 50 radio news announcements of N.C.A.-French Embassy ceremony of October 21.

"The American Farmer" program, over ABC radio network on October 18.

Radio interview, Nancy Osgood with Howard R. Smith of N.C.A. Research Laboratory, over NBC-WRC, October 18.

Special illustrated 1,500-word Science Service Syndicate article entitled "Chef Founds Canning Industry" filed

October 1 and distributed to about 400 of their subscriber publications.

Special 1,000-word feature story for North American Newspaper Alliance, distributed October 23 to their more than 60 newspaper subscribers.

Several U. S. Department of Agriculture publicity outlets, as follows: Article in *Midwest Market Basket*, October 15, entitled "You Can Thank a Frenchman for Tomatoes in January" and in *Marketing Activities*, October, entitled "Two Hundred Years of Appertizing," distributed by the Production and Marketing Administration to all its area information offices; mention in *Food and Home Notes* distributed by Helen C. Douglass to 400 women's pages of newspapers and women's radio program.

Television interview, Martha Gazzella of Home Economics Testing Kitchen with Claude Mahoney over CBS regional network, October 22.

Three hundred-word feature story, International News Service Features.

Mention on "National Farm and Home Hour" over NBC radio network on October 1.

Mention by Claude Mahoney on Washington CBS radio program "Once Over Lightly."

Special feature article by Jane Eads of Associated Press filed with 238 newspapers October 7.

Data furnished to Bell, King McClure and Western Newspaper Feature syndicates.

Television interview, Carlos Campbell and Mark Evans, October 22, on CBS regional network out of Washington.

Page feature by Beth Merriman, food editor, in Sunday magazine section *Parade* of October 19, carried in about 400 Sunday papers.

Two-page illustrated feature article by Jane Nickerson, food editor, the *New York Times*, entitled "Delicious and out of the Can." *Times* also covered Appert story in news columns and editorial page.

Special feature article by Harman W. Nichols of United Press on October 6 filed with 1,200 newspapers.

Material used by Fred Bailey, Washington correspondent for 40 farm papers.

Voice of America gave overseas broadcast to N.C.A.-French Embassy ceremony of October 21.

Member Efforts and Results

AMERICAN STORES COMPANY, Philadelphia, Pa.—Feature article, illustrated, in employee house organ, *The Trumpeter*.

ARMOUR AND COMPANY, Chicago, Ill.—Illustrated feature article in October issue of *The Armour Maga-*

zine, employee house organ of 25,000 circulation.

BIG HORN CANNING COMPANY, Cowley, Wyo.—Radio announcements throughout October and on October 23; arranged for newspapers in area to run N.C.A. release; arranged program on Radio Station KGHL, Billings, Mont.

BURNHAM & MORRILL COMPANY, Portland, Me.—Tied in advertising copy to Appert occasion; Vice President George B. Morrill interviewed on two largest Maine radio stations, WCSH and WGAN.

J. S. CAPIERO & SON, Thunderbolt, Ga.—Issued local newspaper and radio publicity.

CALIFORNIA PACKING CORPORATION, San Francisco, Calif.—Lead, illustrated feature article in *Del Monte Shield*, employee house organ, featured Appert contribution; Calpack representatives participated in three radio shows in Portland, Ore., and in special ceremonies of Northwest Cannery Association and Cannery League of California.

CAMPBELL SOUP COMPANY, Camden, N. J.—Used announcements and program inserts on radio and TV network programs—"Double or Nothing," October 23 and 24 and "Club 15," October 24, totaling about 12½ million listeners; instrumental in local newspaper publicity in Camden and Philadelphia area.

CLYMAN CANNING COMPANY, Clyman, Wis.—Radio-TV program on Station WTMJ-TV.

COUNTRY GARDENS, INC., Milwaukee, Wis.—Feature article by President Norman Sorenson in retailer publication, *Atlantic Grocer*; radio talks during fall.

EMPACADORA DE ISLA, Mexico—Feature article by Assistant Manager Walter Schwuchow on editorial page of *El Dictamen*, Vera Cruz, Mexico, October 22.

FARIBAUT CANNING COMPANY, Minneapolis, Minn.—Active in arranging for special feature in *Des Moines Register*, Sunday, October 26.

FORT LUPTON CANNING COMPANY, Fort Lupton, Colo.—Special feature articles by President Margaret F. Counter published in *The Fort Lupton Press*, Fort Lupton, Colo., October 23, *The Brighton Blade*, Brighton, Colo., October 23, and *The Adams County Republican*, Brighton, Colo., October 23.

GERBER PRODUCTS COMPANY, Fremont, Mich.—Appert theme used in newspaper advertisements in 80 metropolitan centers; special feature of *Baby Food Bulletin*, issued by Women's News Service of D'Arcy Advertising Company; feature article in fall issue of *Gerber News*, house organ.

GREEN GIANT COMPANY, LeSueur, Minn.—CBS network show, Art Linkletter's "House Party," October 17,

seen and heard on 27 TV stations and 171 radio stations; release of news story with illustration mat made from 1810 edition of Appert's Treatise to all plant and neighboring towns, the Twin City daily press and AP and UP news services; feature article, October issue, *Nibletter*, Green Giant house organ.

IDAHO CANNING COMPANY, Payette, Idaho—Release to October issue of *The Food Dealer*, with circulation to 95 percent of Idaho food dealers.

ILLINOIS CANNING COMPANY, Hoopston, Ill.—Sponsored special float emphasizing Appert and canning industry contribution to civilization in parade at National Sweetcorn Festival held in Hoopston in September, attended by 25,000 people; President Louis Ratzesberger, Jr., featured on "Dinner Bell" program of Chicago Station WLS with remarks on importance of canning industry and Appert contribution.

LAKE COUNTY CANNERY, INC., Upper Lake, Calif.—Newspaper publicity.

THE LARSEN COMPANY, Green Bay, Wis.—Publicity in local newspapers.

LIBBY, MCNEILL & LIBBY, Chicago, Ill.—Appert anniversary material used in *Libbygram*, intra-company publication of current news; picture-story featured in the Libby house organ, *The Scanner*.

MAMMOTH SPRING CANNING CO., Sussex, Wis.—Used material in monthly bulletin to 700 growers and distributors; speech by J. P. Kraemer at local Lion Club; instrumental in obtaining three articles in *Milwaukee Journal*.

MCKEON CANNING CO., INC., Burbank, Calif.—Sponsored mention on two local TV programs; special feature of Publisher Carroll W. Parcher's daily front-page column in *Glendale News-Press*, and second item later in same feature-column.

MICHIGAN FRUIT CANNERS, INC., Benton Harbor, Mich.—Placed on four biweekly farm hour broadcasts; arranged story on farm page *The News Palladium* October 24; local radio station made references in numerous newscasts during day and evening of October 23; home demonstration agent used data for 15-minute broadcast over *Homemaker's Hour* and two or three short items on other occasions.

THE NAAS CORPORATION, Portland, Ind.—Used on noon broadcast of local radio station WPGW, October 23.

NORTHWEST PACKING CO., Portland, Ore.—Arranged for illustrated feature article by assistant city editor of *The Oregonian* in Sunday, October 19, Farm, Home and Garden Section; presented also on Station KGW, on the Oregonian Hostess Hour by Northwest's farm superintendent; on the Kay West program, Station KEX by Richard Nielsen, head of Quality Control Department and Dean Brooks, head of Traffic Department.

NORTH PACIFIC CANNERS & PACKERS—Representatives participated in three radio shows in Portland, Ore., featuring the Appert occasion, along with special ceremonies of Northwest Cannery Association.

OLYMPIA CANNING COMPANY, Olympia, Wash.—Arranged for local radio station to use three spots a day for a full week; placed special posters with merchants and banks in the Olympia area.

PAULUS BROS. PACKING CO., Salem, Ore.—Canning industry presentation made by President Robert C. Paulus to Pacific Northwest Trade Association, Yakima, Wash.; copies of this speech became part of publicity kit distributed by Northwest Cannery Association.

POMONA PRODUCTS COMPANY, Griffin, Ga.—Instrumental in arranging for publicity including special on editorial page of *Atlanta Journal*, *Atlanta Constitution* and local newspapers of Griffin, Ga.

SCHUCKL & CO., INC., Sunnyvale, Calif.—Commemorated on their TV programs in Los Angeles and San Diego and radio programs in Modesto, Fresno, Stockton and Portland, Ore.; advertising agency gave story circulation for use on sustaining programs; arranged for feature article in local newspaper.

STOKELY-VAN CAMP, INC., Indianapolis, Ind.—Worked Appert story into two network TV programs—Garry Moore Show (CBS) and The John Conte Show (ABC).

WM. UNDERWOOD CO., Watertown, Mass.—Arranged for interview appearance of Executive Secretary Carlos Campbell of N.C.A. on Mark Evans Show, Washington, D. C., area CBS-TV program.

WALKER'S AUSTEX CHILI CO., Austin, Tex.—Several radio programs in various parts of country.

WALT WEGNER FOODS, INC., Williamson, N. Y.—Arranged for space in "Around the Town" column of *Rochester Democrat and Chronicle*.

WESTERN GROCER (Marshall Canning), Marshalltown, Iowa—Radio news programs and spot announcements over wide area of Iowa, Nebraska, Missouri, Minnesota and Kansas.

Campaigns of Other Associations

CALIFORNIA OLIVE ASSOCIATION, San Francisco, Calif.—Special bulletin to membership.

CAN MANUFACTURERS INSTITUTE, INC., New York, N. Y.—Promoted use of N.C.A. Appert material with members of the Institute and assisted many of State and regional associations in exploitation of the event.

CANADIAN FOOD PROCESSORS ASSOCIATION, Ottawa—Furnished material to all members; prepared release for

200 Canadian publications and 15 radio stations. Reports wide usage.

CANNERS LEAGUE OF CALIFORNIA, San Francisco, Calif.—Program of 1953 Annual Sample Cutting built around and dedicated to Appert, with speeches on Appert's contribution by Dr. E. J. Cameron of the N.C.A. Research Laboratories, President D. B. Wood and French Deputy Consul General in San Francisco; special press and radio releases.

CANNING MACHINERY & SUPPLIES ASSOCIATION, Battle Creek, Mich.—Bulletins to membership urging Appert observance; distribution of N.C.A. material including "The Canning Industry" with suggestions for use; speech before Battle Creek Rotary Club by Secretary W. D. Lewis.

ASSOCIATION OF PACIFIC FISHERIES, Seattle, Wash.—Co-sponsor with other groups in obtaining Governor's Proclamation of official canning week; participants in official commemorative luncheon; radio broadcasts by Dr. Ernest Clark and by Vance Sutter, chairman of advisory board.

COLUMBIA RIVER SALMON & TUNA PACKERS ASSOCIATION, Astoria, Ore.—News stories and editorial comment; participation with other groups in official commemorative luncheon and in obtaining official canning week by Governor's Proclamation.

CORN INDUSTRIES RESEARCH FOUNDATION, New York, N. Y.—Full feature story in quarterly *Corn* (November, 1952), entitled "Bienfaiture de L'Humanite," based on N.C.A. material and showing growth and importance of the industry.

EVAPORATED MILK ASSOCIATION, Chicago, Ill.—Special letter to all evaporated milk canners; editorial department issued news release to all food editors of principal dailies of the country, relating Appert's work on milk canning and its great evolution since; Hilda Ballestro included nine recipes releases involving canned foods with suggestion their use of a "nod to M. Appert" on or about October 23; special releases to syndicate food page editors.

FLORIDA CANNERS ASSOCIATION, Tampa, Fla.—Annual meeting on Appert birthday featured speech on Appert by N.C.A. President Fred C. Heinz and report on Appert publicity by John Snively, Florida member N.C.A. Public Relations Committee; Appert story printed on hotel room reservation forms; framed illuminated portrait of Appert spotlighted in hotel lobby; press releases on meeting featured Appert observance; special October 23 issue of *Citricana* devoted entirely to the Appert story.

ILLINOIS CANNERS ASSOCIATION, Streator, Ill.—Appert speech by N.C.A. President Heinz at annual meeting.

INDEPENDENT GROCERS ALLIANCE, Chicago, Ill.—Special releases point-

ing up progress and importance of industry to their retail members.

INDIANA CANNERS ASSOCIATION, Indianapolis, Ind.—Arranged special editorial on business page, *The Indianapolis Star*; Appert speech by President Heinz at annual meeting.

INSTITUTE OF FOOD TECHNOLOGISTS, Chicago, Ill.—Publicity releases stressing I.F.T. recognition through annual Appert Award.

MAINE CANNERS ASSOCIATION and **MAINE SARDINE INDUSTRY**, Portland, Me.—President George B. Morrill interviewed on two largest Maine radio stations—WCSH and WGAN; news story in local papers; Appert's contribution and growth and present importance of canning industry worked into special classroom project for local junior and high schools.

NATIONAL AMERICAN WHOLESALE GROCERS' ASSOCIATION, INC., New York, N. Y.—Special bulletins to members.

NATIONAL ASSOCIATION OF FOOD CHAINS, Washington, D. C.—Bulletin to members.

NATIONAL FOOD BROKERS ASSOCIATION, Washington, D. C.—Bulletin to members.

NATIONAL KRAUT PACKERS ASSOCIATION, Oak Park, Ill.—Reported in weekly bulletin to members, *The Kraut Letter*.

NATIONAL PICKLE PACKERS ASSOCIATION, Oak Park, Ill.—Tribute to Appert read at annual meeting by Edward T. Miller, Managing Executive. Copies sent to each member.

NEW YORK STATE CANNERS & FREEZERS ASSOCIATION, INC., Rochester, N. Y.—Front page story in October issue, *Empire State Marketer*, circulation over 1,600 northeast United States; special release to membership for local use and reports of wide usage; Appert speech by N.C.A. President Heinz and presentation of scroll honoring Appert to Georges Roux, French vice consul, at annual meeting.

NORTHWEST CANNERS ASSOCIATION, Portland, Ore.—Bulletin to members urging use of Appert opportunity in publicity; distribution of proposed press releases with suggestions as to use; suggestions for individual or cooperative newspaper advertisements, including layout sketches and mats; participation with others in arrangements for Governors' Proclamations of Commercial Canning Weeks in States of Washington and Oregon and in observance luncheons in Seattle and Salem; canners in Walla Walla and Salem joined in full-page advertising pointing up economic importance of canning in the district; in Salem, a double-page ad by merchants and business firms saluted management and employees of canning industry in mid-Willamette Valley; canned foods displays featured; local advertising and displays in Yakima Valley; Halloween Party at Pro-

ducers Cooperative, Salem, featured Canning Week; several radio programs sponsored by canner members.

OHIO CANNERS ASSOCIATION, Celina, Ohio—Poster displays at various county fairs in Ohio.

PENNSYLVANIA CANNERS ASSOCIATION, York, Pa.—Commemorative rubber stamp on all correspondence; tie-ins with newspaper releases on Pennsylvania Week; special story in October *Pennsylvania Packer*; broadcasts over Pittsburgh KDKA and KDTV and Harrisburg WIP by Secretary Walt York; special Appert speech by N.C.A. President Heinz at annual meeting.

PROCESSED APPLES INSTITUTE, INC., New York, N. Y.—Appert references included in two releases sent October 10 to 910 broadcasters of women's programs.

SAN FRANCISCO CONVENTION & TOURIST BUREAU, San Francisco, Calif.—Editorial releases and letter to San Francisco Bay area publications.

SUPER MARKET INSTITUTE, Chicago, Ill.—Item in *SMI Carrier* sent to all members.

TIN RESEARCH INSTITUTE, England—Illustrated feature article on Appert Bicentenary in November issue of *Tin and Its Uses*.

TRI-STATE PACKERS ASSOCIATION, INC., Easton, Md.—Press release to more than 300 weekly and daily newspapers, radio stations and trade papers in Tri-State area; illustrated mat release (Salt of the Earth series) to 37 selected newspapers during the Anniversary Week and reprinted in November issue of *Tri-Stater*.

UNITED STATES WHOLESALE GROCERS ASSOCIATION, Washington, D. C.—Bulletin N.C.A. material to full membership.

SUNKIST GROWERS, Ontario, Calif.—Issued press release to press and to membership in California and Arizona.

WISCONSIN CANNERS ASSOCIATION, Madison, Wis.—Furnished material for Sunday feature in *Milwaukee Journal*; items in membership bulletin; Appert speech at annual meeting by President Heinz of N.C.A.

Supply Firms and Others

ALPHA BETA FOOD MARKETS, INC., LaHabra, Calif.—Front page feature in their weekly *Market News* sent to homes of 10,000 in four of areas where their stores are located.

AMERICAN CAN COMPANY, New York, N. Y. (Through their publicity agency, Carl Byoir & Associates, Inc.)—Arranged guest appearance on WNBW-TV, "Herb" Sheldon Show; prepared special radio scripts serviced to 18 outlets including all networks; distributed quiz program to 155 women radio and TV commentators in

42 states and Alaska; placed full length Sunday feature with three pictures in 108 newspapers in 37 states; placed three special stories with newspapers, press association and radio stations in Maryland, Pennsylvania and New York; filed special story with Associated Press World Desk for overseas relay to European newspapers and to Canadian papers; prepared five special stories for women's pages daily newspapers; placed special business story with *New York Times* and *New York Herald Tribune*; carried Appert observance in trade journal advertising copy; cooperated with N.C.A. in ceremonies presenting Appert scroll to French Embassy and with Northwest Cannery Association and Association of Pacific Fisheries in special state observances in Washington and Oregon; Washington office of Carl Byoir cooperated closely with N.C.A. Information Division in several contacts and programs in Washington area.

CANADA FOODS LIMITED, Kentville, Nova Scotia—Radio broadcast on Appert to Nova Scotian listeners on October 23.

CONTINENTAL CAN COMPANY, INC., New York, N. Y.—Special newspaper release with fill-ins by various plant managers, for release to local papers (dozens of clips returned); carried Appert observance copy in trade journal advertising; participated with N.C.A. in special ceremonies presenting Appert scroll to French Embassy.

HOMEMAKERS GUILD OF AMERICA, Toledo, Ohio—Featured article by Katherine R. Smith entitled "Canning Industry Has Birthday" on front page of October issue.

OWENS-ILLINOIS GLASS COMPANY, Toledo, Ohio—Participated with N.C.A. in special ceremonies October 21 presenting Appert scroll to French Embassy.

URSCHEL LABORATORIES, INC., Valparaiso, Ind.—Speech on Appert before study club, by Joe R. Urschel.

MEETINGS

Dr. Cameron Speaks

Dr. E. J. Cameron, Director of the N.C.A. Washington Research Laboratories, this week addressed meetings of two local cannery associations.

He delivered a paper on "Progress in Research on Dietetic Foods" at the Canning Problems Conference held as part of the annual convention of the Northwest Cannery Association.

Dr. Cameron spoke on "Appert—and the Science of Canning" at the Annual Fruit and Vegetable Sample Cutting held by the Cannery League of California.

1953 Convention Program

(Concluded from page 11)

executive make more accurate decisions.

Distribution Research

The address on "Increasing Selling Effectiveness through Distribution Research" will be presented by a pioneer in this field, Charles W. Smith, associate manager of McKinsey & Co., management consultants with branch offices in many large cities. As a marketing consultant specializing in sales organization, planning and control problems, he has observed distribution practices of many leading companies. Before the war he was a distribution analyst for General Electric Co. in its major appliance division.

Distribution research involves the analysis of all operations from the end of the production line to the purchase of the product by the consumer. Mr. Smith will describe how cannery may utilize techniques successfully tested and used by a number of industrial and business firms. His address will inform cannery how they may improve efficiency in marketing and sales operations, and how to increase sales volume per dollar of advertising and sales expense.

Cost Analysis

The "Effective Use of Cost Accounting by Cannery" will be described by Frank C. Elliott, who has wide experience in production and marketing of canned and other processed foods.

Mr. Elliott has been associated with canning since 1912. In 1916 he became directly concerned with the packing of fruits, vegetables, and fish. In 1935 he assumed management of the United States and Canadian operations of Henry W. Peabody & Co., Ltd., of London. In this capacity he has bought, inspected, and shipped foodstuffs in large volume and thereby gained a rounded knowledge of the canning business. He headed the Food Division of the National Security Resources Board two years ago. In addition to maintaining directorship in Peabody's of London, he currently is serving as an industrial specialist in the Office of the Quartermaster General.

In his discussion of cost accounting, Mr. Elliott will point out why this method of financial control is essential to cannery under present conditions of high costs and keen competition. He will use actual examples to illustrate and emphasize his points.

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